



INPUT FOR DOWNTOWN MAIN STREET

BUSINESS AND PROPERTY OWNER STAKEHOLDER SURVEY

As a business and/or property owner located directly on the first three blocks of Main Street you are a stakeholder directly impacted by the form and function of Main Street.

In an effort to summarize the opinions of our downtown business and property owners about the possible options, you are invited to participate in this Main Street Stakeholder Survey. Results will be summarized and reported to the City Council who will use the information for informed decision making.

Your time and thought given to this topic is greatly appreciated. **Please only submit one survey on behalf of each business or property.** For questions regarding the survey or the design options, please contact Economic Development Manager, Kriss Casanova, at 714.536.5547 or Kriss.Casanova@surfcity-hb.org.

Name *

First Name Last Name

What type of stakeholder are you? *

- Business Owner
- Property Owner
- Both

Business Name (if applicable)

Main Street Address *

Email *

Phone *

Please indicate your opinion to the statements below by checking the appropriate box.

1. Should Main Street be re-envisioned? *

No, Thank you! Keep Main Street "AS IS" – Main Street should generally be open to traffic, except for special events, and should operate similar to its pre-Covid existing condition.

Yes, Please! Some Enhancements Are Desired – New investment for Main Street should be considered.

2. If you support design changes to Main Street, which design option would you most prefer? *

Plaza – Increase sidewalk widths, enhanced pavement, lighting, landscaping, public art, and street furniture on first three blocks. Zero curb second block creates a public plaza space and provides ability to close the 200 block to vehicular travel to allow for a flexible public seating/gathering area.

One Way Flex Street - Increase sidewalk widths, enhanced pavement, lighting, landscaping, public art, and street furniture on first three blocks. Reconfigure all three blocks on Main Street to one-way traffic with a pedestrian promenade on the street's northern side

Enhanced Streetscape – Implement streetscape improvements identified in the Downtown Specific Plan (increase sidewalk widths, enhanced pavement, lighting, landscaping, public art, and street furniture).

3. If you would like to see Main Street closed to vehicular traffic, which segments of Main Street would you like to see closed (mark all that apply): *

PCH to Walnut (100 Block)

Walnut to Olive (200 Block)

Olive to Orange (300 Block)

4. If parts of Main Street are closed to vehicular traffic, when would you like to see them closed? (mark all that apply): *

Events only

Weekends

Seasonally (spring/summer)

Permanently

5. Do you have any additional comments that you would like to share with us?

Thank you for providing your input!



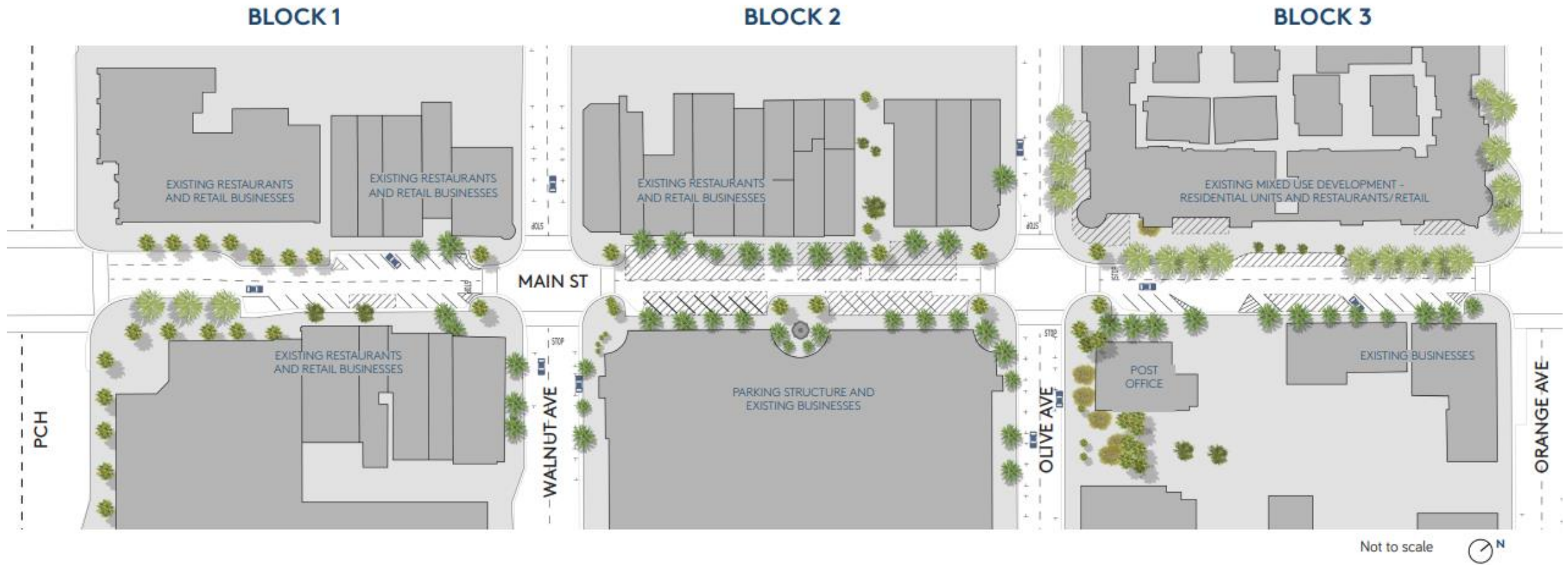
Main Street Stakeholder Meeting (Blocks 1-3)

Ursula Luna-Reynosa
Community Development Director

DOWNTOWN HB - MAIN STREET



EXISTING STREET PLAN



SHOULD MAIN STREET BE RE-ENVISIONED?

No, Thank you! Keep Main Street “AS IS” – Main Street should generally be open to traffic, except for special events, and should operate similar to its pre-Covid condition.



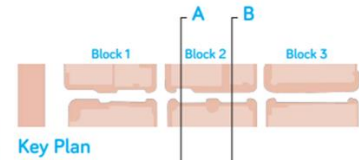
Second Block - Existing Condition (Pre-Pandemic)



Section A



Section B

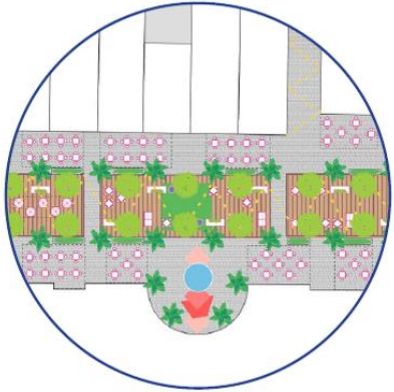


OR

Yes, Please! Some Enhancements Are Desired – New investment for Main Street should be considered.

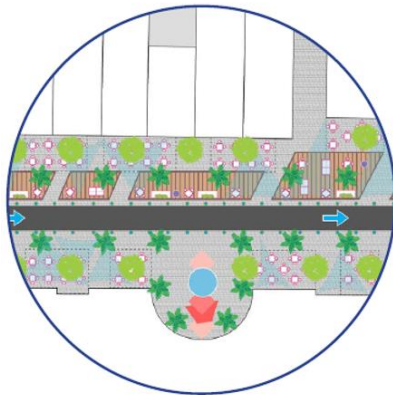
Main Street Change Options

PLAZA



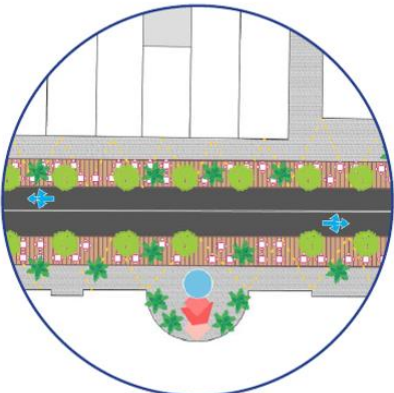
Plaza – Increase sidewalk widths, enhanced pavement, lighting, landscaping, public art, and street furniture on first three blocks. Zero curb second block creates a public plaza space and provides ability to close the 200 block to vehicular travel to allow for a flexible public seating/gathering area.

ONE-WAY FLEX STREET



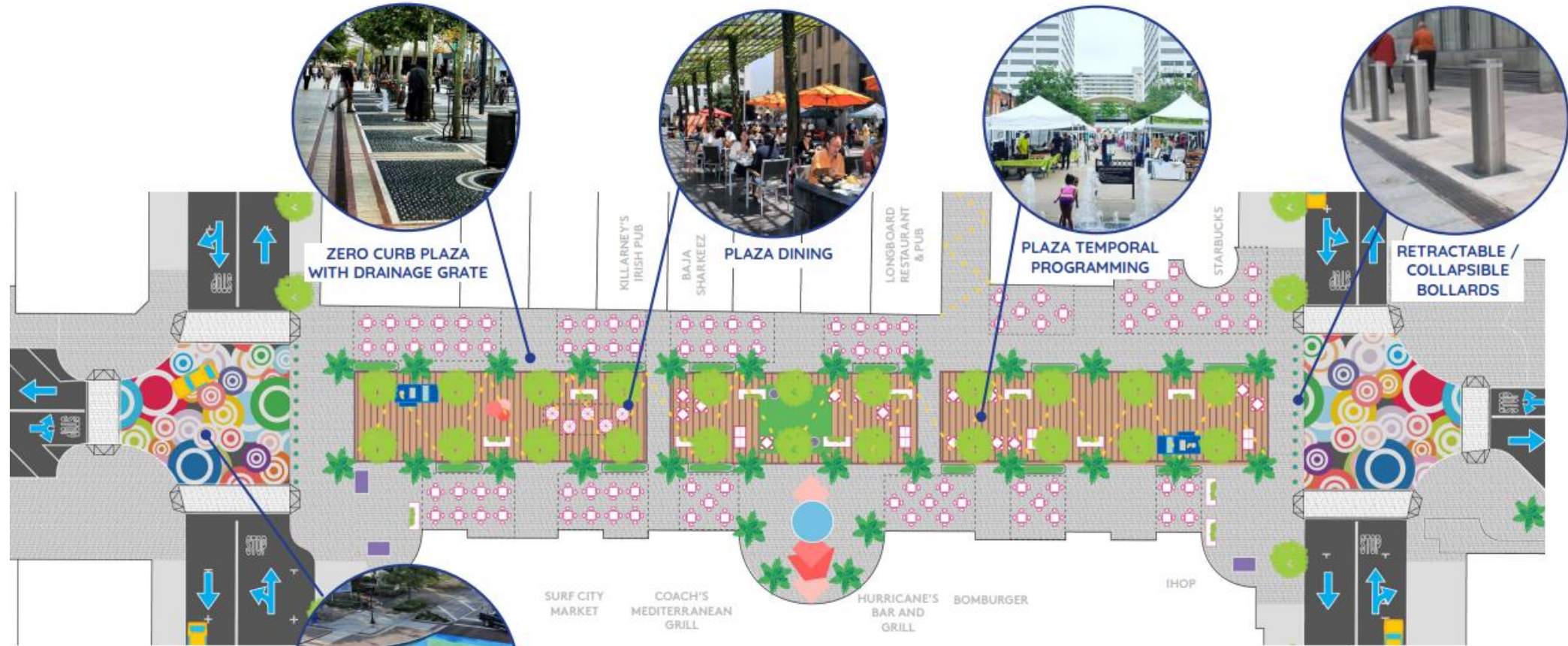
One Way Flex Street – Increase sidewalk widths, enhanced pavement, lighting, landscaping, public art, and street furniture on first three blocks. Reconfigure all three blocks on Main Street to one-way traffic with a pedestrian promenade on the street's northern side.

ENHANCED MAIN STREET



Enhanced Streetscape – Implement streetscape improvements identified in the Downtown Specific Plan (increase sidewalk widths, enhanced pavement, lighting, landscaping, public art, and street furniture).

Plaza Plan



ZERO CURB PLAZA WITH DRAINAGE GRATE



PLAZA DINING



PLAZA TEMPORAL PROGRAMMING



RETRACTABLE / COLLAPSIBLE BOLLARDS



INTERSECTION MURAL

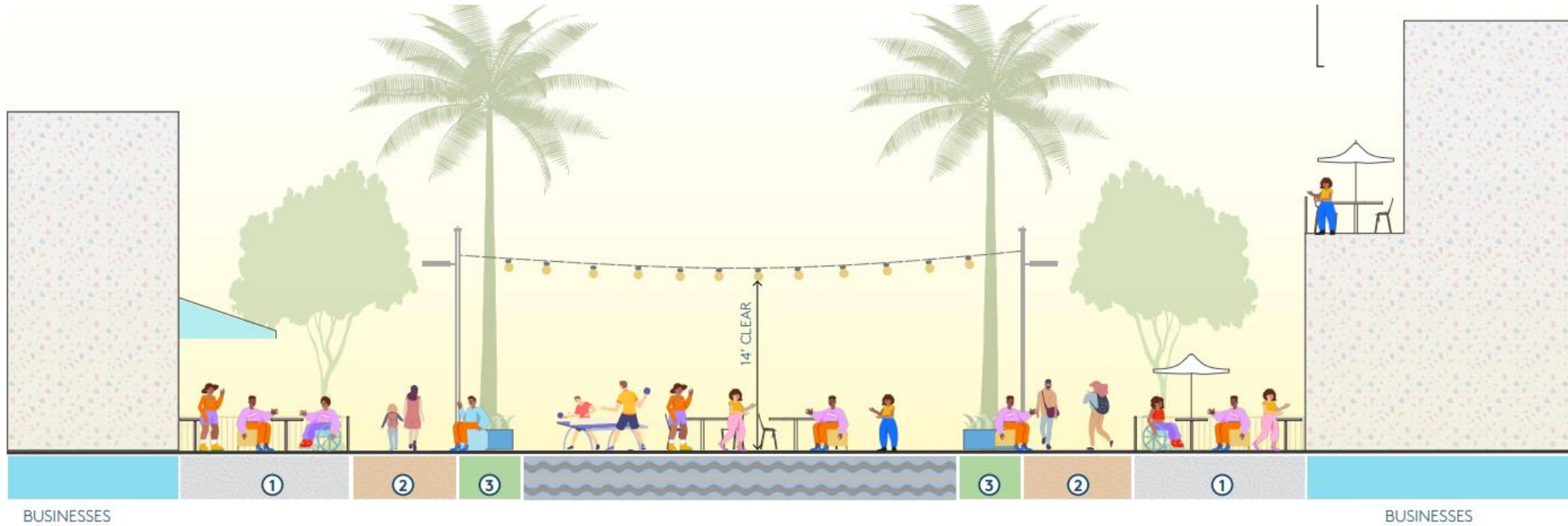
ADVANTAGES

- A seamless plaza that improves the quality of the pedestrian experience
- Improved opportunity for placemaking through a cohesive design and added space for the public realm
- Opportunities for more diversity of daily programming for a variety of users - families, kids etc.
- An attractive destination that will increase visitation

CHALLENGES

- Increased public realm will demand greater resources and partnerships for maintenance and monitoring of the space as well as improved safety
- Cost of improvements to completely redesign and implement a zero curb plaza can be significant
- Disruption to existing activities during construction can be significant

Plaza Plan



Central zero-curb plaza for everyday and special event programming. Minimum clearances for emergency vehicles are maintained.

Legend

- ① FRONTAGE ZONE**
 Section of sidewalk that includes outdoor dining and retail frontage adjacent to the building storefronts.
- ② PEDESTRIAN THROUGH ZONE**
 Primary accessible pedestrian walkway that is clear of obstructions running parallel to the street.
- ③ STREET FURNITURE/CURB ZONE**
 Area in which street furniture and amenities, such as lighting, benches, trees, and bicycle parking are provided.



Existing Section

Plaza Plan

BLOCK 1

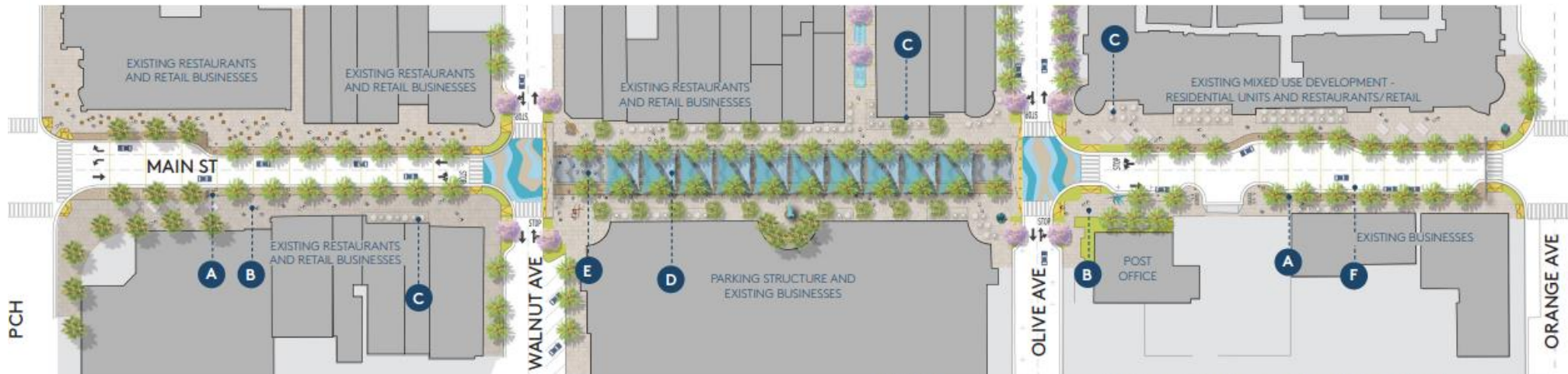
- Enhanced sidewalks and improved pedestrian circulation
- Spaces for street amenities and furnishings
- Two-way vehicular travel
- New landscape, paving, and street lighting
- Gateway Art and connection to Pier Plaza


BLOCK 2

- Central public plaza with new paving
- Dedicated furnishing zones for dining adjacent businesses
- New trees, paving, shade canopy and lighting
- Mural intersections at Walnut and Olive

BLOCK 3

- Enhanced sidewalks with some parking retained
- Spaces for street amenities and furnishings
- Two-way vehicular travel
- New landscape paving and street lighting



NOTE: Images shown indicate possible ideas and do not represent the actual project development. 

A CURBSIDE ZONE

The Curbside Zone on blocks 1 and 3 will become the space for amenities including bike parking, wayfinding signage, landscaping and public seating.

B SIDEWALK ZONE

The sidewalk is an expanded pedestrian zone in blocks 1 & 3 by removing existing street parking, building on the concepts in the Downtown Specific Plan

C FURNISHINGS ZONE

The furnishings zone is moved adjacent the storefronts on all three blocks and allows for on-street dining, as well as space for seating or other amenities.

D PLAZA/FLEX STREET

The Plaza is a new central public space that will cater to visitors and residents alike, and be an everyday space that can also be programming for events.

E EMERGENCY ACCESS

The plaza is maintained free of fixed furnishings adjacent the intersections to allow for emergency vehicle access onto the plaza

F PARKING ZONE

Some existing street parking is retained on the third block to support the existing retailers.

Plaza Plan



Surf City Nights



Festival/Concert



Open for traffic

Plaza Plan



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Plaza Plan

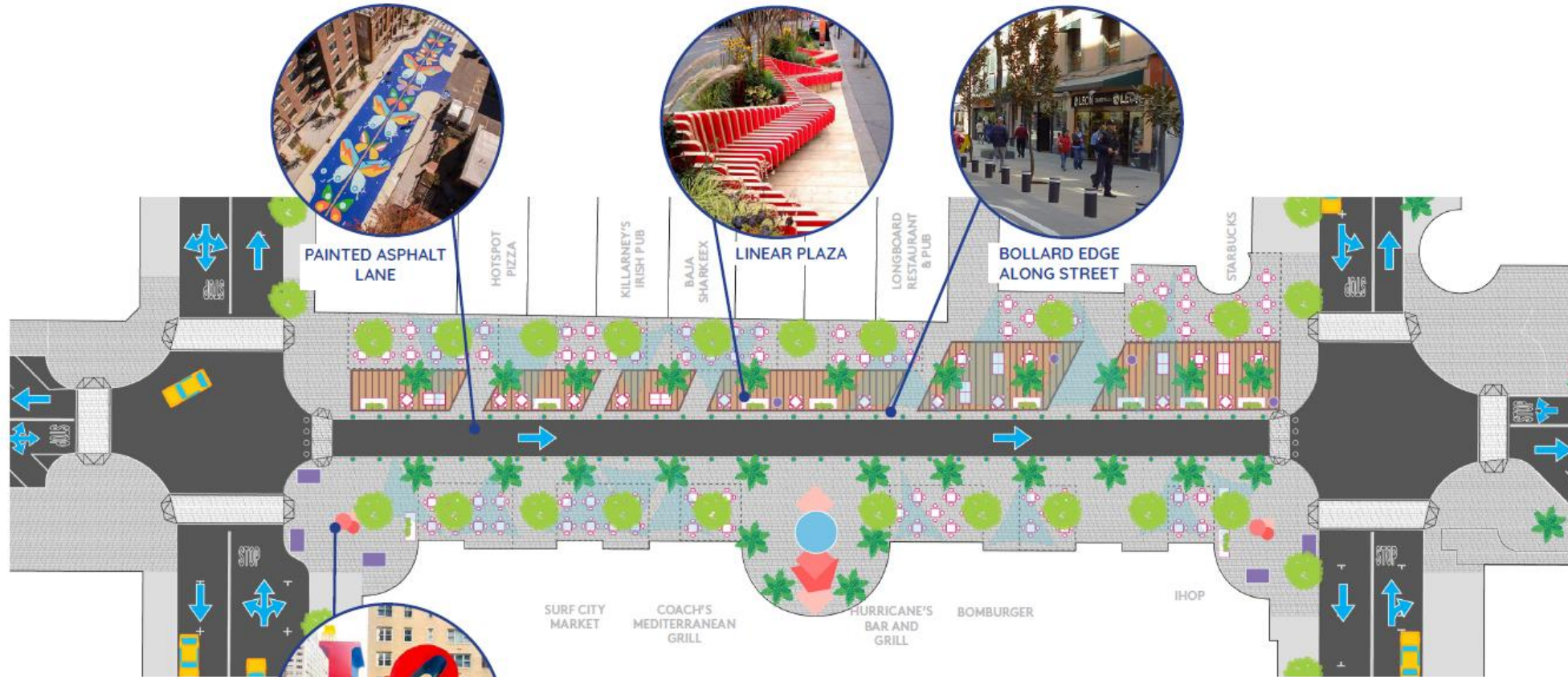


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Plaza Plan



One-Way Flex Street



CORNER PLAZA ART

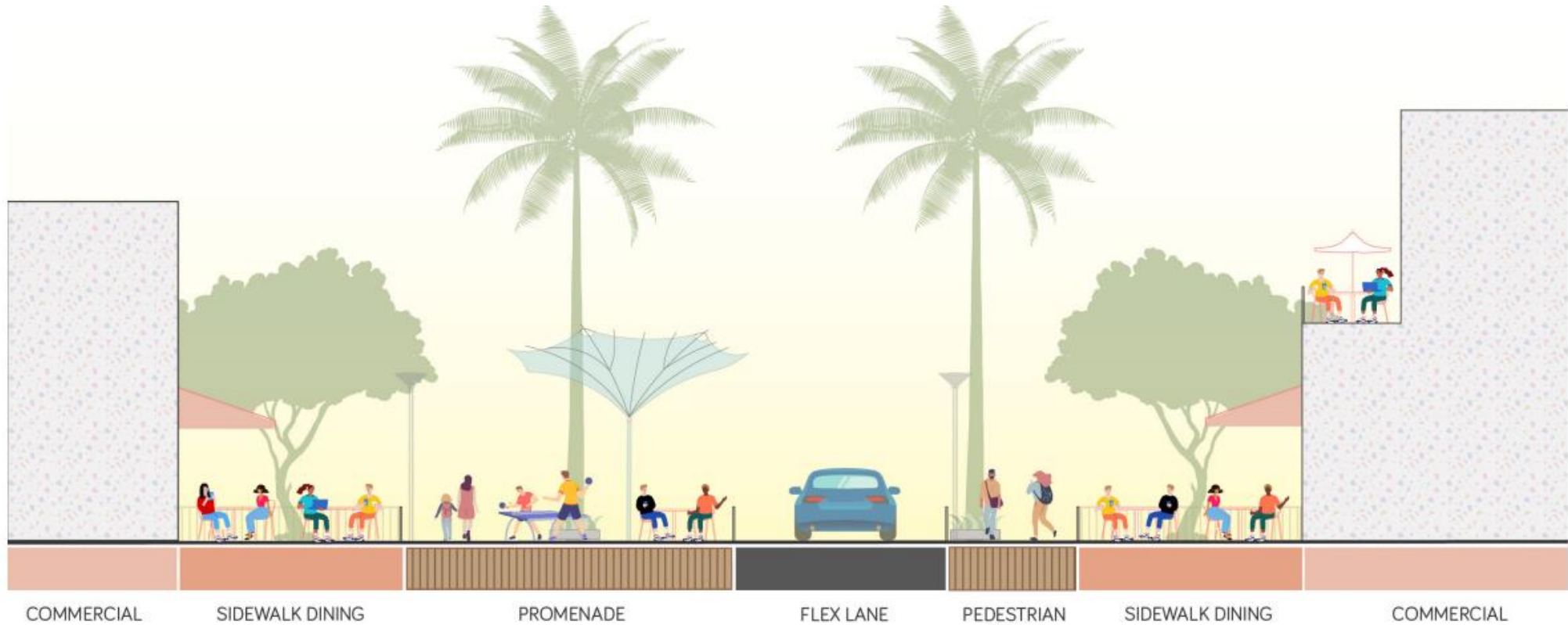
ADVANTAGES

- Creates added space for placemaking and the public realm while continuing to maintain some vehicular circulation through the street
- Provides an opportunity to enhance the character and cohesiveness of the public realm design
- Can be closed down entirely on event days but reduced the amount of public space to be managed on an everyday basis -- provides greater flexibility.

CHALLENGES

- Does not create a grand public space for Downtown in the same way as the plaza scheme
- Will still involve capital costs to create a well-design and cohesive public realm
- May require one-way improvements on at least the first two blocks to ensure legibility of traffic circulation.

One-Way Flex Street



Outdoor dining maintained adjacent to the storefronts

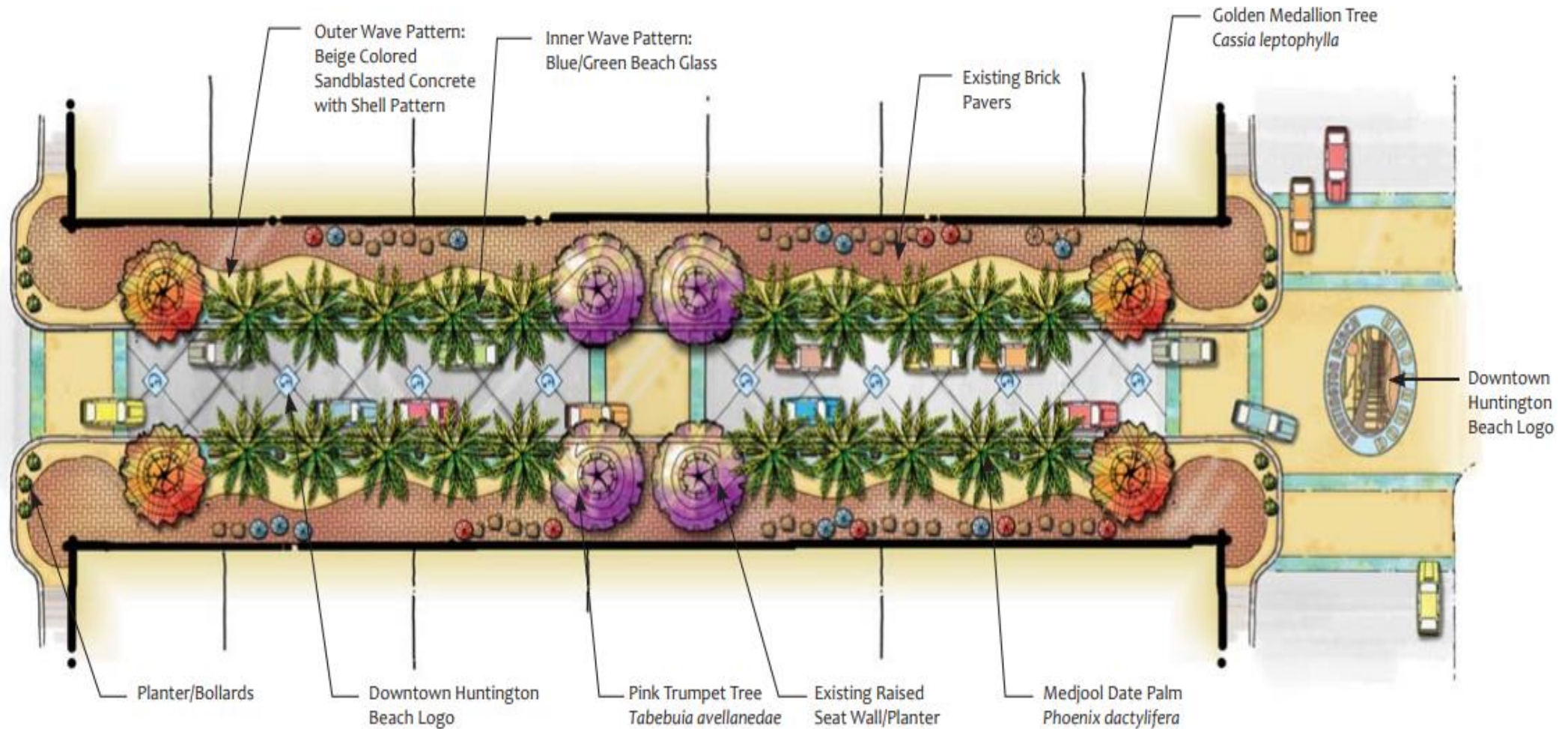
Continuous linear promenade creates everyday spaces for passive activity in the public realm

Flex lane can be closed to create a larger public space for events and programming, while providing the option for through travel one-way and emergency access in an everyday condition.

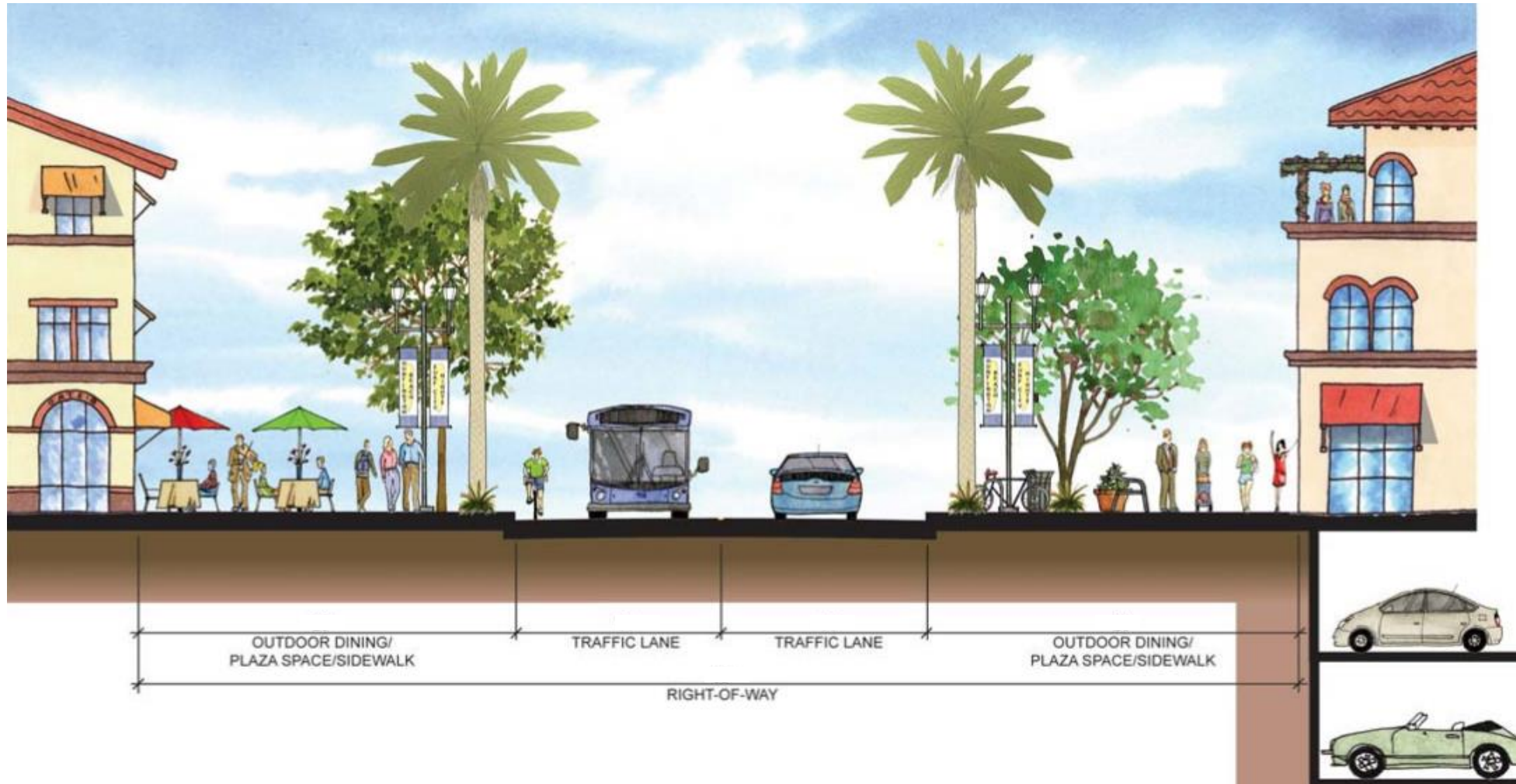


Existing Section

Enhanced Streetscape



Enhanced Streetscape



Take our Survey!



INPUT FOR DOWNTOWN MAIN STREET

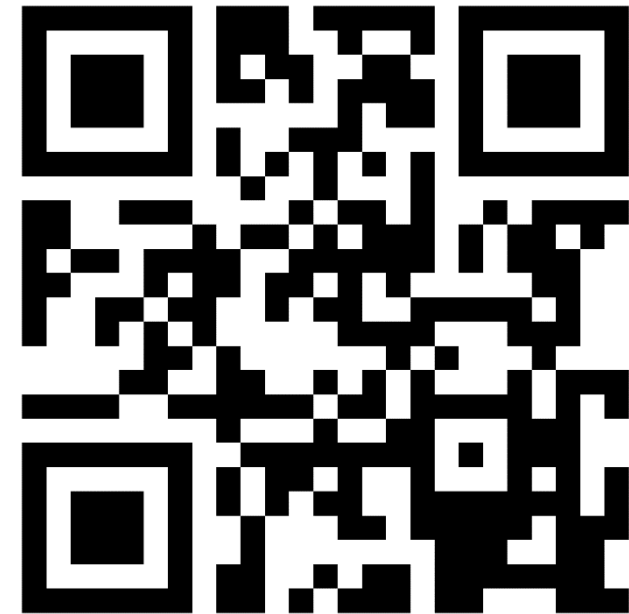
BUSINESS AND PROPERTY OWNER STAKEHOLDER SURVEY

As a business and/or property owner located directly on the first three blocks of Main Street you are a stakeholder directly impacted by the form and function of Main Street. To learn more about design options for Main Street, please join us at our **upcoming stakeholder meeting on Friday, February 10th at 10:30am at the Main Street Library.**

In an effort to summarize the opinions of our downtown business and property owners about the possible options, you are invited to participate in this Main Street Stakeholder Survey. Results will be summarized and reported to the City Council who will use the information for informed decision making.

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bit.ly/HBMainStreet



City Council Meeting – March 7th



Thank you
Questions?

